1.
GCU Academic Program Assessment Plan - Plan Updates

Please complete the program assessment plan. The format is similar to the one for the 2016 plans. If you need assistance, please contact the Office of Assessment. You can enter the data and return to complete, using the same computer and original link. Once you submit, that action is final. You will receive a copy of your submittal.

Be sure to review academic program outcomes for appropriate rigor (Bloom's taxonomy) and assessable results. Avoid vague or general statements that cannot be quantified or measured. This plan should cover a three-year time frame, and is updated on a 3-year cycle.

The update of Academic Program Assessment Plans are due by September 30.

2. Person completing the report

Jennifer Edmonds

3. Email address of person completing the report

jedmonds@georgian.edu

4. Program Name

Marketing

5. School or Department

○ School of Arts and Sciences
⦿ School of Business and Digital Media
○ School of Education
○ Georgian Court-Hackensack Meridian Health School of Nursing
○ other, please specify [   ]

Q23. Email address and name of Dean of School or Department Supervisor

Name of Dean/Supervisor	Jennifer Edmonds
Email address of Dean/Supervisor	jedmonds@georgian.edu

6. Level of Program

- ⦿ Undergraduate Major
- ◯ Graduate-Masters
- ◯ Graduate-certificate only
- ◯ Undergraduate-University wide
- ◯ other, please specify [ ]

7. Assessment Plan for years

- ◯ Fall 2020 through Fall 2023
- ⦿ Fall 2021 through Fall 2024
- ◯ Fall 2022 through Fall 2025
- ◯ Fall 2023 through Fall 2026

8. Indicate the name of the major(s), minor(s), and the associated degree(s) for this academic program.

Major(s)	Marketing
Degree(s)	Bachelor of Science
Minor(s)	

9. State your learning outcomes

☑ Learning Outcome (LO) 1
Demonstrate the ability to apply the concepts of the marketing mix, segmentation, targeting, positioning, and differentiation as keys to marketing strategy.

☑ Learning Outcome (LO) 2
Describe the major types of consumer buying behavior and the stages and psychological influences in the buyer decision-making process.

☑ Learning Outcome (LO) 3
Identify the roles of traditional as well as modern technology-driven advertising, sales promotion, public relations, and direct marketing in integrated marketing communications.

☑ Learning Outcome (LO) 4
Collect, analyze, and report survey data for marketing research.

☐

Learning Outcome (LO) 5

[   ]

10. Related USLG-Undergraduate Student Learning Goals. Align the program learning outcomes stated above with the associated USLG.

	Foundational Knowledge of Human Cultures and the Physical and Natural World	Intellectual and Practical Skills	Personal and Social Responsibility	Integrative Learning	Mastery of a Defined Body of Knowledge at a Baccalaureate Level
Learning Outcome 1	☐	☑	☐	☑	☐
Learning Outcome 2	☐	☑	☐	☐	☐
Learning Outcome 3	☐	☑	☐	☐	☑
Learning Outcome 4	☐	☑	☐	☑	☑
Learning Outcome 5	☐	☐	☐	☐	☐

11. Related GSLG-Graduate Student Learning Goals. Align the learning outcomes stated above with the associated GSLG.

This question was not displayed to the respondent.

12. Related BRIDGE-General Education Goals

This question was not displayed to the respondent.

13. Related Accreditation Standard *(if applicable)*

☑ Learning Outcome (LO) 1
[ACBSP Standard 4   ]

☑ Learning Outcome (LO) 2
[ACBSP Standard 4   ]

☑ Learning Outcome (LO) 3
[ACBSP Standard 4   ]

☑ Learning Outcome (LO) 4
[ACBSP Standard 4   ]

☑ Learning Outcome (LO) 5
[ACBSP Standard 4   ]

14. Course Mapping. Program Courses and Experiential Learning mapping to Program Outcomes.
Map **all** program courses to the program's learning outcomes here. List courses with short catalog name, i.e. EN101.
Please check to see if all program courses are mapped to at least one program outcome.

How do students learn this? In what course(s) and/or co-curricular experience(s)?

☑ Learning Outcome (LO) 1
BU241

☑ Learning Outcome (LO) 2
BU241, BU341

☑ Learning Outcome (LO) 3
BU241, BU342

☑ Learning Outcome (LO) 4
BU442

☐ Learning Outcome (LO) 5

15.
 Formative Assessment will occur in.....
(Designate the selected course from above mapping where evidence will be collected.)

☑ Learning Outcome (LO) 1
BU241

☑ Learning Outcome (LO) 2
BU241

☑ Learning Outcome (LO) 3
BU241

☑ Learning Outcome (LO) 4
(formative assessment occurs in the business core)

☐ Learning Outcome (LO) 5

16.
 Summative Assessment will occur in.....
(Designate the selected course from above mapping where evidence will be collected.)

☐ Learning Outcome (LO) 1

☑ Learning Outcome (LO) 2
BU341

☑ Learning Outcome (LO) 3
BU342

☑ Learning Outcome (LO) 4
BU442

☐ Learning Outcome (LO) 5

17. **Assessment Protocol.** How and when do you assess the achievement of all students in your program before they graduate and record the results of your assessment.

Formative Assessment

	Direct Evidence	Indirect Evidence
LO 1	Course assignments, projects and/or examinations.	
LO2	Course assignments, projects and/or examinations.	
LO3	Course assignments, projects and/or examinations.	
LO4		
LO5		

18. **Assessment Protocol**. How and when do you assess the achievement of all students in your program before they graduate and record the results of your assessment.

Summative Assessment

	Direct Evidence	Indirect Evidence
LO 1		
LO2	Course assignments, projects and/or examinations.	
LO3	Course assignments, projects and/or examinations.	
LO4	Course assignments, projects and/or examinations.	
LO5		

19. **What do you consider satisfactory achievement of this outcome? Why?**

Formative Assessment

	Direct Evidence Benchmark	Indirect Evidence Benchmark
LO 1	at least 80% of students should perform at the developing level or better on rubric scale	
LO2	at least 80% of students should perform at the developing level or better on rubric scale	
LO3	at least 80% of students should perform at the developing level or better on rubric scale	
LO4		
LO5		

20. **What do you consider satisfactory achievement of this outcome? Why?**

Summative Assessment

	Direct Evidence Benchmark	Indirect Evidence Benchmark
LO 1		
LO2	at least 80% of students should perform at the accomplished level or better on rubric scale	
LO3	at least 80% of students should perform at the accomplished level or better on rubric scale	
LO4	at least 80% of students should perform at the accomplished level or better on rubric scale	
LO5		

21. **Program Assessment Time Frame:** Time Frame for Assessing the outcome.
Indicate the year of the plan where the data will be analyzed. Also indicate if data will be collected annually.
This is helpful for gathering assessment artifacts from small classes or groups.

	Year 1 of Plan	Year 2 of Plan	Year 3 of Plan	Data collected annually
Learning Outcome 1	☑	☐	☐	☐
Learning Outcome 2	☐	☑	☐	☐
Learning Outcome 3	☐	☐	☑	☐
Learning Outcome 4	☑	☐	☐	☐
Learning Outcome 5	☐	☐	☐	☐

Location Data

Location: (40.145599365234, -74.214698791504)

Source: GeoIP Estimation